



DWE Logo Competition

Applying Lessons to Life

Many high school students sometimes wonder why they have to take certain classes. Too often, there seems to be no correlation between the subject and its bearing on real life.

That's not a problem at the Jonesboro Area Technical Center, which serves 13 high schools in northeast Arkansas. And it's especially not true of the advertising design classes Bill Drake of Paragould teaches at the school.

"I try to make it relevant," Bill says of his class. His students learn the nuts and bolts of creating art-related design that helps sell services or products. And they don't do it just for an assignment. Throughout the semester, they design logos and promotional products for community projects, create business cards for teachers, and develop logos for area businesses. They recently finished a project for a basketball camp.

Several of Bill's students earn money doing design while they're taking his class. Four of his students have won the gold at the annual SkillsUSA Championships in advertising design. And a number of them go on to study graphic design at universities and art institutes; others get design jobs right out of high school. As a result, his two advertising design classes are always full – with a waiting list.

When Bill heard about DWE's logo design competition, he thought it would be a good semester project for his students. He was right. His students created the top three designs. Ana Muñoz took first place with an interlocking D-W-E design. Casey Sebesta and Perla Calderón tied for second place with their logos.

Ana, a graduating senior at Nettleton High School, is the daughter of Ramiro and Aurora Muñoz of Jonesboro. Casey, the daughter of Carl and Marie Sebesta, will be a senior at Jonesboro Westside High School in the fall. Perla, the daughter of Francisco and Rosalva Calderón, recently graduated from Jonesboro High School.

The logo competition was open to all Arkansas students who were members of a career and technical student organization. (The three winners were members of SkillsUSA.) The task was to create a logo for the agency that could be used for print and online purposes and that worked in both color and grayscale.

"We had a twofold reason for this competition," DWE Director John Wyvill says. "First, it was a great way to showcase the skills of our students, and secondly, it helped the students learn more about the agency."

The winning logos were voted on by the staff at DWE. Ana's design will be used on a special DWE publication. All the students who participated will be given certificates.



Casey's logo features "DWE" centered on a globe, left. Perla submitted two similar designs; the only difference was the placement of color.

